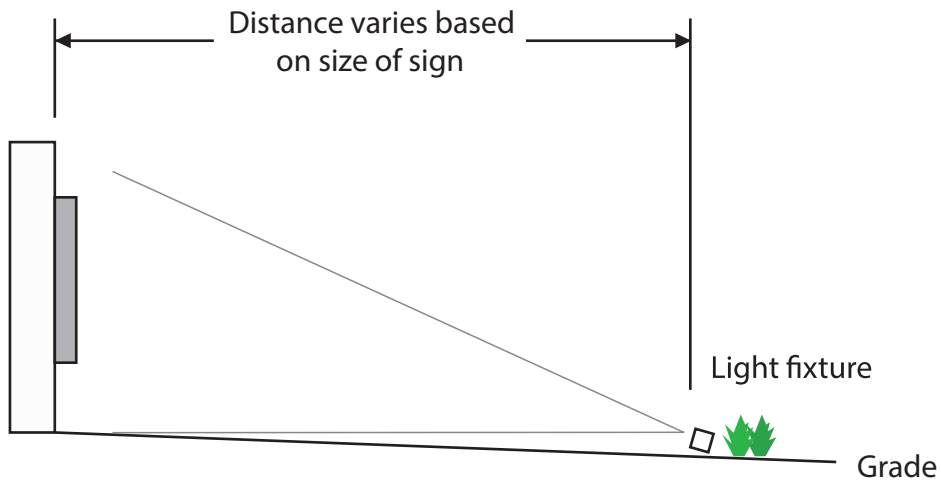


# EXTERIOR SIGNAGE GUIDELINES

## Externally lighting a ground-level sign



Side view of sign panel with logo sign

The preferred method is to use exterior grade, high-quality linear light fixtures with 3000-4000 kelvin.

Position the fixture to ensure complete coverage of the logo and at a point where shadows are minimized.

If possible, conceal the lights behind ground cover or a low wall.

**Technical lighting questions?** Contact Chad Bush ([chad.bush@sas.com](mailto:chad.bush@sas.com)).